

## ORDER



**Orders**  
**Order / Rev:** 716170  
**Alt Order #:** 06334458  
**Product Desc:** SHERROD BROWN/SENATE  
**Estimate:**  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Shorr, Johnson, Magnus/POL  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St. #602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Friends of Sherrod Brown  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	34	\$58,850.00	\$50,022.50
10/01/12	10/01/12	10	\$18,300.00	\$15,555.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$58,850.00	\$50,022.50	0.00
October 2012	10	\$18,300.00	\$15,555.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$77,150.00</b>	<b>\$65,577.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	1:00	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					3	\$700.00		0.00			
E 2	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$1,300.00		0.00			
E 3	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	1:00	6	\$1,600.00	P-3	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					6	\$1,600.00		0.00			
E 4	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$2,800.00		0.00			
E 5	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$1,600.00		0.00			
E 6	WKYC	10/01/12	10/01/12		CM	6a-7a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00

Order / Rev: 716170  
 Alt Order #: 06334458  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,800.00		0.00						
E 7	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	1:00	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$900.00		0.00						
E 8	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
E 9	WKYC	09/27/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$3,600.00		0.00						
E 10	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	1:00	1	\$4,800.00	P-2	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$4,800.00		0.00						
E 11	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	1:00	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$1,000.00		0.00						
E 12	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	1:00	4	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$2,400.00		0.00						
E 13	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	1:00	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$950.00		0.00						
E 14	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	1:00	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	4		\$750.00		0.00						
E 15	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$1,600.00		0.00						
E 16	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,400.00		0.00						
E 17	WKYC	09/25/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-TWTF--	1:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	3		\$3,600.00		0.00						
E 18	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,600.00		0.00						
E 19	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Friends of Sherrod Brown  
 Product Desc: SHERROD BROWN/SENATE  
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 19	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1		\$1,600.00		0.00				
E 20	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1		\$1,600.00		0.00				
Totals													44	\$77,150.00